

What is claimed is:

1. (currently amended) A method for obtaining web-based advertising research data over a communications system, comprising the steps of:

5 collecting user reaction data of at least one user to at least one advertisement displayed on a web site, wherein said user reaction data comprises at least one of point-and click data ~~and word responses to questions~~, and said point and click data is collected from the advertisement being displayed and comprises at least one of location of at least one feature in the advertisement with a greater impact and location of
10 first feature noticed in the advertisement;

 posing at least one question to said at least one user based on said collected user reaction data.

2. (cancelled)

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3. (cancelled)

4. (previously presented) The method according to claim 1, wherein a feature is a word, phrase, object, person, animal, or scene depicted in the advertisement.

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5. (previously presented) The method according to claim 1, further comprising the step of:

analyzing collected data.

6. (previously presented) The method according to claim 5, further comprising the step of:

displaying locations of all point-and-click data collected for the advertisement.

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7. (previously presented) The method according to claim 5, further comprising the steps of:

displaying percentage of point-and-click data collected for various sections of the advertisement.

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8. (previously presented) The method according to claim 5, further comprising the step of:

transforming word responses into point-and-click data for display.

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9. (currently amended) A system for obtaining web-based advertising research data over a communications system, comprising:

a collection tool for collecting user reaction data of at least one user to at least one advertisement displayed on a web site, said user reaction data comprises at least one of point-and click data ~~and word responses to questions~~, and said point-and-
20 click data is collected from the advertisement being displayed and comprises at least one of location of at least one feature in the advertisement with a greater impact and location of first feature noticed in the advertisement;

means for posing at least one question to said at least one user based on said collected user reaction data.

10. (cancelled)

11. (cancelled)

5 12. (previously presented) The system according to claim 9, wherein a feature is a word, phrase, object, person, animal, or scene depicted in the advertisement.

 13. (previously presented) The system according to claim 9, further comprising:
10 a processor for analyzing the collected data.

 14. (previously presented) The system according to claim 13, further comprising:
 a display device for displaying locations of all point-and-click data
15 collected for the advertisement.

 15. (previously presented) The system according to claim 13, further comprising:
 a display device for displaying percentage of point-and-click data
20 collected for various sections of the advertisement.

 16. (previously presented) The system according to claim 13, wherein the processor transforms word responses into point-and-click data for display.